PROMOTION EXECUTION CLEARANCE REQUEST

Brand: Cambridge Buy One Get One Free/Bounceback

Brand Manager: Arun Sinha / David Ball

Date Issued: 12/14/92 **Region:** 1, 2, 3, 4, 5

Date Due: 12/18/92

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Program Objective:

- Encourage trial among competitive smokers
- Generate incremental volume
- Maintain/gain distribution in convenience pack outlets
- Reward current franchise
- Gain visibility in c-stores

Program Description: Cambridge will execute a buy-one-get-one-free two-pack sleeve promotion. The packs will be inserted into the sleeves at PreCon. A bounceback offer will be inserted between the two packs. The bounceback will tie-in with the carton promotion also running in July.

Geography: National

Trade Class Target: Pack Outlets

Trimester & Month: T-2/July

Region Allocation:

Region	Deals	40 Deal/80 Pack Shipper Displays
1	470,867	11,772
2	724,791	18,121
3	673,618	16,841
4	599,974	14,999
5	436,451	10,912
Total	2,905,701	72,643

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CLEARANCE

R. Mikulay
Region Vice President
C. Johnson

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Source: https://www.industrydocuments.ucsf.edu/docs/pphm0004

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